

Amendments to the Claims:

This listing of claims will replace all prior versions and listings of claims in this application. Added text is indicated by underlining, and deleted text is indicated by ~~striketrough~~. Changes are identified by a vertical bar at the left edge of text.

Listing of Claims:

1 1. (currently amended) A method for selecting advertisements for
2 presentation to client computers on a computer network, comprising:

1 (a) having on a server computer a plurality of possible advertisements that may be
2 presented to a client computer and having at least one key word associated with each
3 advertisement;

4 (b) receiving from a client computer a request for delivery from a server of a
5 preexisting document containing words;

6 (c) selecting from the plurality of advertisements a first selected advertisement
7 and a second selected advertisement ~~for which in response to identifying an~~ associated key word
8 of the respective advertisements that matches a word in the requested preexisting document;

9 (d) comparing a productivity value associated with the first selected advertisement
10 and a productivity value associated with the second selected advertisement and further selecting
11 the advertisement with the higher productivity value as a further selected advertisement; and

12 (e) delivering to the client computer the further selected advertisement along with
13 the requested preexisting document in response to the received request.

1 2. (original) The method of claim 1 further comprising giving greater weight
2 to matching words that are close to a beginning of the document than matching words that are
3 farther from the beginning of the document.

1 3. (original) The method of claim 1 further comprising: tracking keywords
2 entered by a user into a search engine to find the document and then delivering still more

targeted ads for that particular user based on the keywords entered by the user to find the document.

4. (original) The method of claim 1 further comprising: using words entered by a user in prior searches to determine the advertisement to be presented to the user when subsequently viewing other pages regardless of the content on the page.

5. (canceled).

6. (previously presented) The method of claim 1 wherein selecting comprises:

(i) identifying bid values from one or more ad content sources for keywords identified on a requested content page for display at the client computer;

(ii) determining a productivity score for the keywords on the requested content page in accordance with the bid values from the ad content sources for the keywords;

(iii) selecting an ad content source having the greatest productivity score for the identified keywords.

7. (previously presented) The method of claim 6, wherein selecting the advertisement with the higher value comprises constructing a decision matrix relating to the supplemental content sources and their associated productivity scores.

8. (previously presented) The method of claim 6, wherein selecting the advertisement with the higher value further comprises selecting an advertising type in accordance with the productivity score.

9. (previously presented) The method of claim 6, wherein selecting the advertisement with the higher value further comprises selecting an advertising type in accordance with the relevance score.

1 10. (previously presented) The method of claim 6, wherein selecting the
2 advertisement with the higher value further comprises selecting an advertising type in
3 accordance with a cost per click value associated with the productivity score.

1 11. (currently amended) A method for selecting content for display at a client
2 computer communicating over a computer network, the method comprising:

3 (a) determining a relevance score for content of a preexisting document at a server
4 computer for delivery to a requesting client computer from which a request for the preexisting
5 document was received;

6 (b) determining at least one valuation ~~for the content of source content~~ from each
7 of two or more supplemental content sources;

8 (c) generating a productivity score for each of the supplemental content sources in
9 accordance with the corresponding content valuation for the supplemental content source;

10 (d) selecting the supplemental content source having the greatest productivity
11 score;

12 (e) serving the requested preexisting document and supplemental content from the
13 selected supplemental content source for delivery to the requesting client computer in response
14 to the received request.

1 12. (previously presented) The method of claim 11, wherein the document
2 comprises a Web page.

1 13. (previously presented) The method of claim 12, wherein document
2 content comprises keywords of the Web page.

1 14. (previously presented) The method of claim 12, wherein the valuation
2 comprises keyword bid values from the supplemental content sources.

1 15. (previously presented) The method of claim 14, wherein the bid values
2 are received from the supplemental content sources in response to a request for bids issued after
3 a request for the Web page from the requesting client computer.

1 16. (previously presented) The method of claim 12, wherein the supplemental
2 content from the selected supplemental content source comprises advertising content for delivery
3 with the Web page.

1 17. (previously presented) The method of claim 11, wherein the supplemental
2 content sources comprise sources of Web advertising content.

1 18. (previously presented) The method of claim 11, wherein selecting the
2 supplemental content source comprises constructing a decision matrix relating to the
3 supplemental content sources and their associated productivity scores.

1 19. (previously presented) The method of claim 11, wherein selecting the
2 supplemental content source further comprises selecting an advertising type in accordance with
3 the productivity score.

1 20. (previously presented) The method of claim 11, wherein selecting the
2 supplemental content source further comprises selecting an advertising type in accordance with
3 the relevance score.

1 21. (previously presented) The method of claim 11, wherein selecting the
2 supplemental content source further comprises selecting an advertising type in accordance with a
3 cost per click value associated with the productivity score.

1 22. (currently amended) A method for selecting content for display at a client
2 computer communicating over a computer network, the method comprising:

3 identifying relevant advertisements from a plurality of stored advertisements in
4 | response to receiving from a client computer a request for delivery from a server of a preexisting

5 | document containing words in response to identifying an associated key word of the stored
6 | advertisements that matches a word in the requested preexisting document;
7 | determining revenue generation potential of words contained in the requested
8 | preexisting document;
9 | generating a productivity score for each of the relevant advertisements in
10 | accordance with the determined revenue generation potential in accordance with the words in the
11 | requested preexisting document;
12 | selecting the relevant advertisement having the greatest productivity score for
13 | delivery in response to the received request.

1 23. (previously presented) The method as in claim 22, wherein determining
2 revenue generation potential comprises a bid for ad placement process.